

MARKETING RESEARCH

USING MARKETING RESEARCH TO HELP
BUSINESSES MAKE THE RIGHT DECISIONS

MARKETING RESEARCH

Market Segments

Necessary to discover Psychographics, Benefit Expectations, Product Usage

Competition

Know what the other guy is doing and how you can do it better.

Changing Marketplace

Needs and Wants of the consumer are constantly evolving and businesses have to stay current.

They need to eliminate the RISK in the decision making process.



EFFECTS OF RESEARCH

- Assists with Planning
- Helps businesses make better decisions

Consumer Information



Marketing Mix

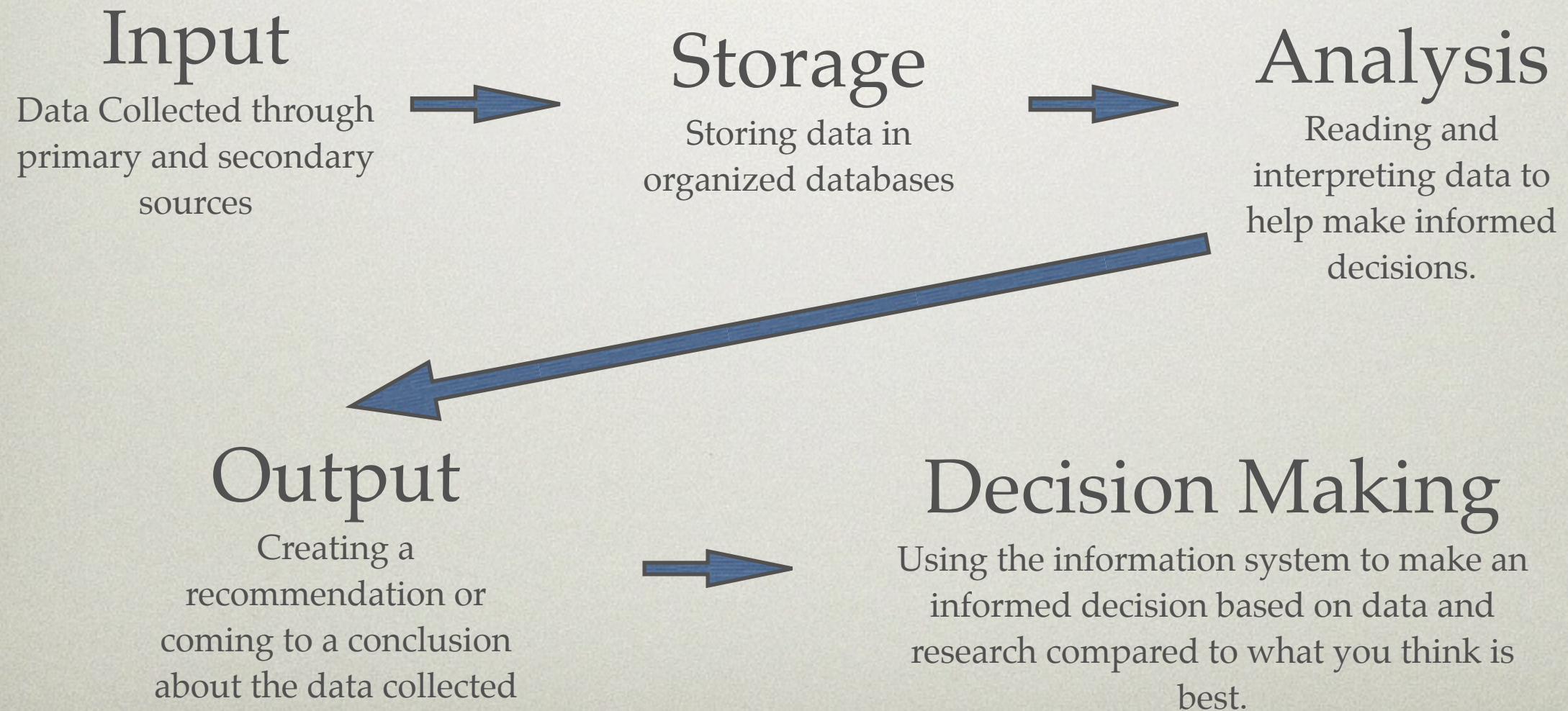


Business Environment



MARKETING INFORMATION SYSTEM

Process of collecting, storing, organizing, analyzing and making decisions based on the data collected



MARKETING RESEARCH STUDY

Define the Problem

Clear and Identifiable Goals to know what you are trying to discover

Analyze the Situation

Identify what is already known, reviewing current data or related data

Develop a Data Collection Procedure

Secondary Data (Already Collected) or Primary Data (First Time)

Gather and Analyze the Information Collected

Selecting the Participants, Collection, Analyzing (Tables, Charts, Graphs)

Propose a Solution

Creating a Marketing Research Report to organize and communicate findings

THE RESEARCH REPORT

- Cover Page
- Outline
- Executive Summary
- Statement of the Problem
- Secondary Data
- Research Procedures
- Results of the Research
- Summary and Recommendations

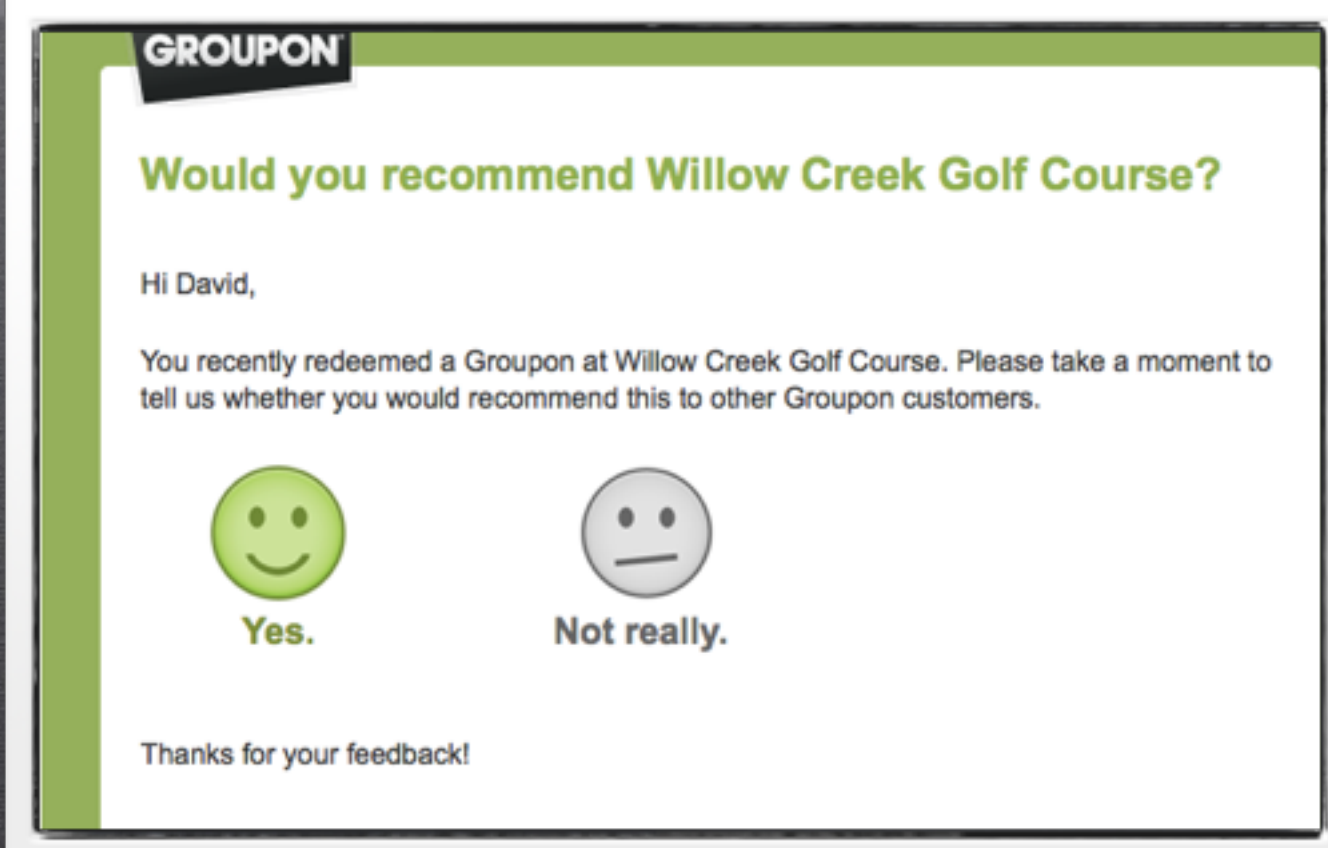
PRIMARY DATA COLLECTION

SURVEYS

PLANNED, SPECIFIC SET OF QUESTIONS.

CLOSED-ENDED QUESTIONS
OR
OPEN-ENDED QUESTIONS

EMAILS, ONLINE TOOLS, IN
PERSON, REVIEWS



The image shows a screenshot of a Groupon survey email. At the top, the Groupon logo is visible. The main heading asks, "Would you recommend Willow Creek Golf Course?". Below this, it says "Hi David," and "You recently redeemed a Groupon at Willow Creek Golf Course. Please take a moment to tell us whether you would recommend this to other Groupon customers." There are two response options: a green smiley face icon labeled "Yes." and a grey sad face icon labeled "Not really." At the bottom, it says "Thanks for your feedback!"

NIKE

BEST BUY



ussoccer.com
all_access video

FOCUS GROUPS



OBSERVATIONS

SECRET SHOPPERS/OUTSIDE SUPPORT/MANAGEMENT

MARKETING EXPERIMENTS

TEST MARKETS

GEOGRAPHICALLY IDENTIFIED BASED ON MARKET SEGMENTS'

EX.) DR. PEPPER

TASTE TESTING

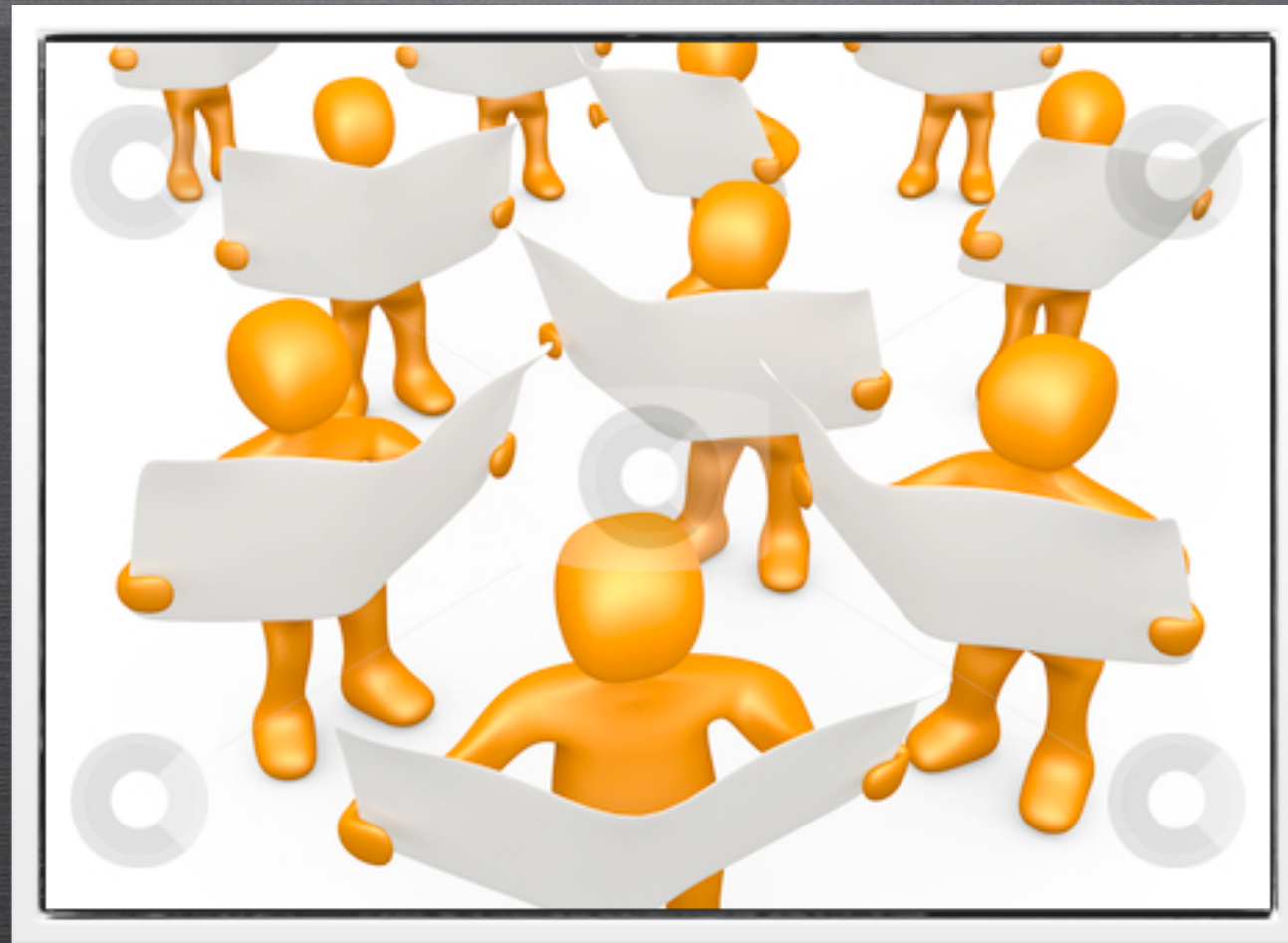
EX.) GOGURT, HOT POCKETS

SIMULATIONS

BETA SOFTWARE, MANUFACTURER TESTING



COLUMBUS, OHIO



SECONDARY DATA COLLECTION

SOURCES OF SECONDARY RESEARCH

External

- Government - US Census, data.gov
- Published Journals
- Internet
- Social Media

Internal

- Sales Reports
- Accounting Information
- Customer Database